Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A driving method for driving an electro-optical device having a pixel with a pixel electrode arranged corresponding to an intersection where a scanning line and a data line cross, the pixel having a switching element, an electro-optical material, ~~and~~ a storage capacitor and a counter electrode arranged to be opposed to the pixel electrode, in a plurality of driving fields to display an image with gray scale, the method comprising the steps of:

dividing each driving field into a plurality of subfields;

supplying a scanning signal to the scanning line in each subfield; and

feeding a binary signal for controlling the pixel to be in an ON state or an OFF state from the data line through the switching element to the electro-optical material and the storage capacitor, the storage capacitor holding the binary signal,

and the binary signal setting the pixel to the ON state or the OFF state so that a ratio of a period of voltage application time to set the pixels to the ON state to a period of voltage application time to set the pixels to the OFF state in each driving field is responsive to the gray scale level of the ~~pixel.~~ pixel, the binary signal being shifted in response to a level of voltage applied to the counter electrode.

2. (Previously Presented) The driving method for driving an electro-optical device according to claim 1, subfields divided from one driving field having time lengths long enough so as to feed a different root-mean-square voltage to each subfield.

3. (Currently Amended) A driving method for driving an electro-optical device having a pixel arranged corresponding to an intersection where a scanning line and a data line

cross in a plurality of driving fields to display an image with gray scale, the method comprising the steps of:

dividing each driving field into a plurality of subfields;

setting each pixel to one of an ON state ~~or~~ and an OFF state during a first subfield; and

controlling the pixel depending on a gray scale level of the pixel ~~as~~ to ~~whether to~~ remain in the one of the ON state ~~or~~ and the OFF state of the ~~pixels during a~~ first subfield in subsequent ~~subfield.~~ subfields, and when the pixel state changes from one of the ON state and the OFF state of the first subfield into the other of the ON state and the OFF state, maintaining the other state in all of the subsequent subfields of the corresponding driving field.

4. (Currently Amended) A driving method for driving an electro-optical device having a pixel arranged corresponding to an intersection where a scanning line and a data line cross in a plurality of driving fields to display an image with gray scale, the method comprising the steps of:

dividing each driving field into a plurality of subfields;

feeding a binary signal for controlling the pixel to be in one of an ON state ~~or~~ and an OFF state to the data line in a first subfield; and

feeding a binary signal for controlling the pixel depending on a gray scale level of the pixel ~~as to whether~~ to remain in the one of the ON state ~~or~~ and the OFF state to the data line in subsequent ~~subfields.~~ subfields, and when the pixel state changes from one of the ON state and the OFF state of the first subfield into the other of the ON state and the OFF state, maintaining the other state in all of the subsequent subfields of the corresponding driving field.

5. (Currently Amended) A driving circuit of an electro-optical device for driving pixels in a plurality of driving fields, comprising:

a data line, a scanning line, a pixel with a pixel electrode arranged corresponding to an intersection where the scanning line and the data line cross, and having a switching element, an electro-optical material, ~~and~~ a storage ~~capacitor;~~ capacitor, and a counter electrode arranged to be disposed opposed to the pixel electrode;

a scanning line driving circuit that supplies the scanning line with a scanning signal that turns on the switching element in each of a plurality of subfields divided from one driving field; and

a data line driving circuit that supplies the data line with a binary signal controlling the pixel to be set to an ON state or an OFF state from the data line through the switching element to an electro-optical material and the storage capacitor, the storage capacitor holding the binary signal, and

the binary signal setting the pixel to the ON state or to the OFF state so that a ratio of a period of voltage application time to set the pixels to the ON state to a period of voltage application time to set the pixels to the OFF state in each driving field is responsive to a gray scale level of the ~~pixel.~~ pixel, the binary signal being shifted in response to a level of voltage applied to the counter electrode.

6. (Currently Amended) A driving circuit of an electro-optical device for driving pixels in a plurality of driving fields, comprising:

a data line, a scanning line, and a pixel arranged corresponding to an intersection where the scanning line and the data line cross;

a scanning line driving circuit that supplies the scanning line with a scanning signal in each of a plurality of subfields divided from one driving field; and

a data line driving circuit that supplies the data line with a binary signal controlling the pixel to be set to one of an ON state ~~or~~ and an OFF state during a first subfield, and controlling the pixel ~~as to whether~~ to remain in the one of the ON state ~~or~~ and the OFF state during ~~a~~ subsequent ~~subfield.~~ subfields, and when the pixel state changes from one of the ON state and the OFF state of the first subfield into the other of the ON state and the OFF state, maintaining the other state in all of the subsequent subfields of the corresponding driving field.

7. (Previously Presented) The driving circuit of an electro-optical device according to claim 5, the data line driving circuit further comprising:

a shift register that sequentially shifts and outputs a latch pulse signal, supplied at the start of a horizontal scanning period, in response to a clock signal;

a first latch circuit that sequentially latches the binary signal in response to the shifted signal provided by the shift register; and

a second latch circuit which latches the binary signal, latched by the first latch circuit, in response to the latch pulse signal while simultaneously outputting the latched binary signals to corresponding data lines.

8. (Previously Presented) The driving circuit of an electro-optical device according to claim 7, the first latch circuit simultaneously latching the binary signals, which are branched into a plurality of lines from a single line, in response to the shifted signal provided by the shift register.

9. (Previously Presented) The driving circuit of an electro-optical device according to claim 7, comprising a clock signal supply control circuit, the clock signal supply control circuit stopping supply of the clock signal to the shift register after the scanning line driving circuit supplies all scanning lines with the scanning signal in one subfield, and restarting the supply of the clock signal at a start of a subsequent subfield.

10. (Currently Amended) An electro-optical device, comprising:

a data line, a scanning line, a pixel having a pixel electrode corresponding to an intersection where the scanning line and the data line cross, a switching element, a storage capacitor, and a counter electrode arranged to be opposed to the pixel electrode;

a scanning line driving circuit that supplies the scanning line with a scanning signal that turns on the switching element in each of a plurality of subfields divided from one driving field of a plurality of driving fields; and

a data line driving circuit that supplies the data line with a binary signal controlling the pixel to be in an ON state or an OFF state from the data line through the switching element to an electro-optical material and the storage capacitor, the storage capacitor holding the binary signal,

the binary signal setting the pixel to an ON state or to an OFF state so that a ratio of a period of voltage application time to set the pixel to the ON state to a period of voltage application time to set the pixel to the OFF state in each driving field is responsive to a gray scale level of the ~~pixel.~~ pixel, the binary signal being shifted in level in response to a level of a voltage applied to the counter electrode.

11. (Currently Amended) An electro-optical device, comprising:

a data line, a scanning line, a pixel arranged corresponding to an intersection where the scanning line and the data line cross;

a scanning line driving circuit that supplies the scanning line with a scanning signal in each of a plurality of subfields divided from one driving field; and

a data line driving circuit that supplies the data line with a binary signal controlling the pixel to be set to one of an ON state ~~or~~ and an OFF state in a first subfield, and controlling the pixel depending on a gray scale level of the pixel ~~as to whether~~ to remain in the one of the ON state ~~or~~ and the OFF state of the pixel in subsequent ~~subfield.~~ subfields,

and when the pixel state changes from one of the ON state and the OFF state of the first subfield into the other of the ON state and the OFF state, maintaining the other state in all of the subsequent subfields of the corresponding driving field.

12. (Canceled)

13. (Currently Amended) The electro-optical device according to ~~claim 12,~~ claim 10, an element substrate on which the pixel electrode and the switching element are formed being fabricated of a semiconductor substrate, and

the scanning line driving circuit and the data line driving circuit being produced on the element substrate, and the pixel electrode having reflectivity.

14. (Previously Presented) Electronic equipment comprising the electro-optical device according to claim 11.